

# Trade Dress Rights Enforcement: Prosecuting Infringement Claims

**Presented by Strafford**

June 28, 2016

Kristin Achterhof, co-head of Katten's Advertising, Marketing and Promotions practice, will co-present the "Trade Dress Rights Enforcement: Prosecuting Infringement Claims" webinar on Tuesday, June 28 at 1:00 p.m. (ET). This presentation will discuss the pre-filing considerations and issues that the trade dress owner should consider, as well as the potential defenses and remedies. The presenters will examine how the courts are treating these issues and will offer best practices for enforcing trade dress rights. Other topics will include:

- how are the courts addressing trade dress infringement claims;
- what must counsel demonstrate to enforce trade dress rights to protect the look and feel of a product design, product packaging or website in an infringement action; and
- what are the key tactics for counsel in protecting product and packaging designs against infringement.

For more information, click [here](#).